



# FY21 REPORT FOR THE MISSOURI DIVISION OF TOURISM

The Missouri Division of Tourism promotes the state's diverse tourism industry through a research-based, comprehensive strategic marketing plan that includes a diversified paid media campaign, public relations and paid social media. In addition, MDT helps local communities maximize their marketing dollars through its Cooperative Marketing Program and provides support for the motion media industry through the Missouri Film Office.

## TOURISM IN MISSOURI

Fiscal Year 2021



**33 MILLION**

Total number of visitors



**\$13.5 BILLION**

Total economic impact



**\$12.8 BILLION**

Taxable sales



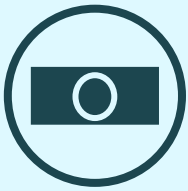
**\$296**

Amount spent per person  
per overnight trip (CY21)



**\$441.3 MILLION**

State tax revenues



**\$1.2 BILLION**

Spent by travelers influenced  
by MDT's marketing (CY21)



**257,057**

Missourians employed  
in tourism



**2.8 MILLION**

Number of visits to VisitMo.com



**280,069**

Number of visitors to Official  
Missouri Welcome Centers



**106**

Motion media projects assisted  
by the Missouri Film Office



**\$18.95 MILLION**

Distributed to local DMO partners  
through the Co-op Marketing Program

# FIVE-YEAR SNAPSHOT

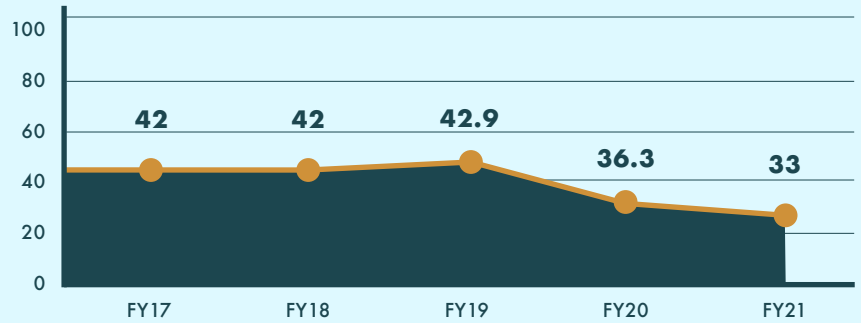
## BY FISCAL YEAR

After record visitation and spending in FY19, Missouri saw significant impacts on visitation and employment resulting from COVID-19, while more local spending helped bolster taxable sales.

## NUMBER OF VISITORS IN MILLIONS 2017-2021

Source: Tourism Economics

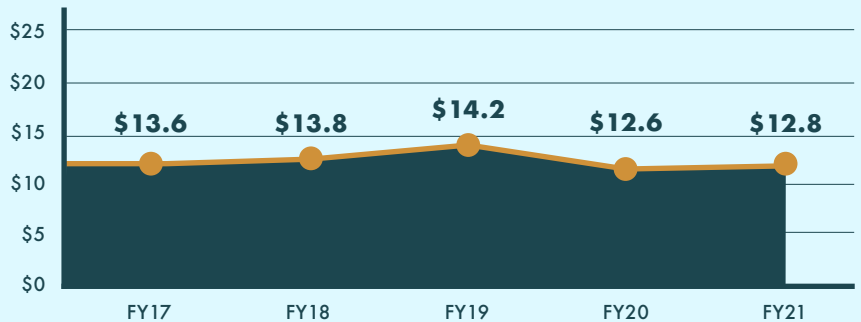
Due to COVID-19-related declines in Q4, FY20 marked the first time since FY14 that visitation was lower than 40 million.



## TAXABLE SALES IN BILLIONS 2017-2021

Source: Missouri Department of Revenue

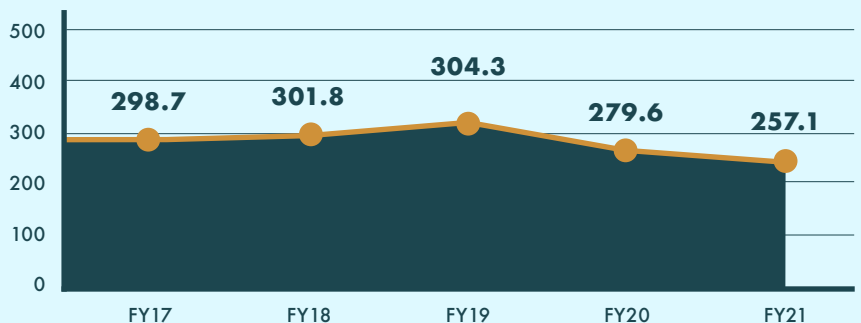
Per the SMARI Marketing Media and Effectiveness Study, although there were fewer visitors to Missouri in FY21 than in FY20, research suggests those visitors were staying longer and spending more per trip than visitors in prior years.



## MISSOURIANS EMPLOYED IN TOURISM IN THOUSANDS 2017-2021

Source: Missouri Department of Labor

Based on 45 tourism-related NAICS Codes.



# County Tourism Spending, Employment and Property Tax

	NAICS SPENDING	EMPLOYMENT	PROPERTY TAX
ADAIR COUNTY	\$40,660,761.34	1,023	\$825,902
ANDREW COUNTY	\$9,172,798.37	165	\$432,389
ATCHISON COUNTY	\$8,275,239.65	95	\$280,825
AUDRAIN COUNTY	\$24,453,219.23	496	\$569,469
BARRY COUNTY	\$49,833,350.72	866	\$818,606
BARTON COUNTY	\$14,865,454.56	372	\$470,857
BATES COUNTY	\$14,399,748.60	324	\$588,619
BENTON COUNTY	\$22,274,404.57	473	\$870,093
BOLLINGER COUNTY	\$3,834,607.55	91	\$118,051
BOONE COUNTY	\$393,240,010.36	9,348	\$7,813,933
BUCHANAN COUNTY	\$200,618,420.28	3,739	\$2,608,071
BUTLER COUNTY	\$86,978,059.85	1,768	\$1,325,913
CALDWELL COUNTY	\$1,876,423.54	47	\$90,354
CALLAWAY COUNTY	\$48,859,981.30	1,139	\$1,066,090
CAMDEN COUNTY	\$241,288,604.81	3,844	\$9,099,404
CAPE GIRARDEAU COUNTY	\$203,890,735.41	4,308	\$3,075,942
CARROLL COUNTY	\$8,704,128.85	195	\$323,714
CARTER COUNTY	\$7,144,341.34	250	\$617,251
CASS COUNTY	\$145,997,629.67	3,360	\$7,582,856
CEDAR COUNTY	\$15,898,449.10	365	\$505,674
CHARITON COUNTY	\$3,799,132.71	111	\$220,895
CHRISTIAN COUNTY	\$120,213,061.17	2,435	\$5,425,351
CLARK COUNTY	\$3,737,971.43	111	\$231,287
CLAY COUNTY	\$531,037,065.54	11,078	\$14,546,054
CLINTON COUNTY	\$9,665,852.31	368	\$791,076
COLE COUNTY	\$153,377,817.65	3,600	\$2,863,625
COOPER COUNTY	\$24,249,586.84	729	\$1,419,475
CRAWFORD COUNTY	\$33,289,475.49	603	\$597,958
DADE COUNTY	\$3,999,251.57	111	\$191,752
DALLAS COUNTY	\$17,720,600.21	311	\$413,360
DAVIESS COUNTY	\$3,401,370.36	80	\$212,735
DEKALB COUNTY	\$20,036,424.53	167	\$216,894
DENT COUNTY	\$18,414,651.91	288	\$294,368
DOUGLAS COUNTY	\$10,035,996.93	216	\$202,677

	NAICS SPENDING	EMPLOYMENT	PROPERTY TAX
DUNKLIN COUNTY	\$35,140,510.57	689	\$634,811
FRANKLIN COUNTY	\$182,322,520.88	3,683	\$5,332,545
GASCONADE COUNTY	\$23,934,979.30	522	\$991,654
GENTRY COUNTY	\$4,249,155.69	108	\$158,693
GREENE COUNTY	\$785,488,677.43	16,288	\$12,581,854
GRUNDY COUNTY	\$8,297,026.28	220	\$310,573
HARRISON COUNTY	\$12,385,839.74	213	\$411,890
HENRY COUNTY	\$36,773,470.75	672	\$637,552
HICKORY COUNTY	\$9,574,804.04	183	\$530,568
HOLT COUNTY	\$6,184,833.64	87	\$150,289
HOWARD COUNTY	\$4,950,159.80	124	\$135,451
HOWELL COUNTY	\$61,559,705.08	1,338	\$855,779
IRON COUNTY	\$8,398,510.62	197	\$260,102
JACKSON COUNTY	\$1,801,409,955.11	33,232	\$57,164,878
JASPER COUNTY	\$261,434,994.20	5,051	\$3,449,909
JEFFERSON COUNTY	\$335,572,281.61	5,891	\$13,558,447
JOHNSON COUNTY	\$73,467,564.33	1,985	\$2,368,419
KNOX COUNTY	\$965,829.17	22	\$48,179
LACLEDE COUNTY	\$67,800,466.73	1,213	\$1,023,548
LAFAYETTE COUNTY	\$33,080,794.77	781	\$1,132,672
LAWRENCE COUNTY	\$34,857,710.74	963	\$905,274
LEWIS COUNTY	\$3,852,136.34	144	\$219,587
LINCOLN COUNTY	\$57,087,776.82	1,062	\$1,962,164
LINN COUNTY	\$11,236,709.97	273	\$329,329
LIVINGSTON COUNTY	\$21,794,355.02	510	\$418,396
MACON COUNTY	\$22,654,581.71	542	\$681,176
MADISON COUNTY	\$12,311,837.03	290	\$240,673
MARIES COUNTY	\$3,460,100.09	46	\$84,308
MARION COUNTY	\$69,773,948.46	1,431	\$1,332,889
MCDONALD COUNTY	\$14,993,765.60	333	\$192,157
MERCER COUNTY	\$420,269.57	5	\$7,723
MILLER COUNTY	\$54,582,741.31	736	\$2,591,584
MISSISSIPPI COUNTY	\$11,745,149.85	297	\$345,438
MONITEAU COUNTY	\$8,380,836.83	233	\$321,466
MONROE COUNTY	\$5,331,844.41	169	\$477,670
MONTGOMERY COUNTY	\$7,406,633.45	216	\$377,923
MORGAN COUNTY	\$30,085,628.90	572	\$1,610,714
NEW MADRID COUNTY	\$29,522,435.55	403	\$412,913
NEWTON COUNTY	\$107,196,693.81	1,991	\$1,496,200
NODAWAY COUNTY	\$32,440,720.01	856	\$1,022,337
OREGON COUNTY	\$7,505,966.86	145	\$153,430
OSAGE COUNTY	\$7,015,728.94	191	\$129,638

	NAICS SPENDING	EMPLOYMENT	PROPERTY TAX
OZARK COUNTY	\$11,737,314.89	252	\$575,081
PEMISCOT COUNTY	\$10,599,101.91	251	\$267,525
PERRY COUNTY	\$24,239,652.76	596	\$462,087
PETTIS COUNTY	\$78,544,858.28	1,532	\$1,334,295
PHELPS COUNTY	\$91,659,521.20	2,166	\$1,644,850
PIKE COUNTY	\$15,983,261.51	414	\$538,742
PLATTE COUNTY	\$256,348,876.81	4,944	\$8,913,635
POLK COUNTY	\$36,185,658.20	590	\$552,988
PULASKI COUNTY	\$76,972,599.12	2,663	\$2,477,761
PUTNAM COUNTY	\$971,868.04	19	\$36,871
RALLS COUNTY	\$5,245,226.89	137	\$82,727
RANDOLPH COUNTY	\$33,264,161.20	612	\$685,330
RAY COUNTY	\$14,759,496.88	361	\$728,956
REYNOLDS COUNTY	\$4,041,754.14	97	\$237,425
RIPLEY COUNTY	\$8,877,303.07	210	\$190,376
SALINE COUNTY	\$26,026,786.39	558	\$442,192
SCHUYLER COUNTY	\$496,845.95	23	\$89,525
SCOTLAND COUNTY	\$2,312,678.41	50	\$82,513
SCOTT COUNTY	\$55,244,147.82	1,098	\$911,640
SHANNON COUNTY	\$10,524,762.24	193	\$198,934
SHELBY COUNTY	\$2,150,961.51	51	\$78,641
ST CHARLES COUNTY	\$937,377,012.72	19,168	\$36,035,465
ST CLAIR COUNTY	\$4,109,083.70	84	\$194,453
ST FRANCOIS COUNTY	\$120,196,125.65	2,265	\$2,281,523
ST LOUIS CITY	\$874,320,199.90	18,271	\$21,692,940
ST LOUIS COUNTY	\$2,256,704,662.12	47,136	\$16,969,581
STE GENEVIEVE COUNTY	\$19,393,201.71	524	\$782,425
STODDARD COUNTY	\$32,546,292.67	669	\$632,930
STONE COUNTY	\$172,595,234.04	2,130	\$8,405,611
SULLIVAN COUNTY	\$1,684,446.97	12	\$12,611
TANEY COUNTY	\$676,115,077.13	10,423	\$18,086,561
TEXAS COUNTY	\$17,103,525.43	373	\$294,231
VERNON COUNTY	\$26,397,538.22	464	\$397,924
WARREN COUNTY	\$43,564,607.35	730	\$1,364,730
WASHINGTON COUNTY	\$18,266,599.88	322	\$344,849
WAYNE COUNTY	\$6,889,000.75	225	\$318,478
WEBSTER COUNTY	\$42,450,731.14	714	\$650,619
WORTH COUNTY	\$66,869.87	13	\$110,342
WRIGHT COUNTY	\$15,493,486.08	334	\$245,514
<b>TOTAL</b>	<b>\$12,833,354,811.31</b>	<b>257,057</b>	<b>\$313,115,199</b>

NAICS Spending – Spending in the 45 tourism-related North American Industry Classification System (NAICS) codes

Employment – Employment in the 45 tourism-related NAICS codes, Source: Missouri Department of Revenue

Property Tax – Property tax on tourism-related businesses within county, Source: Tourism Economics

# Tourism-Related NAICS\* Categories

NAICS CODE - DESCRIPTION	
1	722511 - Full-Service Restaurants
2	711110 - Theater Companies and Dinner Theaters
3	722310 - Food Service Contractors
4	722320 - Caterers
5	722330 - Mobile Food Services
6	722513 - Limited-Service Restaurants
7	722514 - Cafeterias, Grill Buffets, and Buffets
8	722515 - Snack and Nonalcoholic Beverage Bars
9	722410 - Drinking Places (Alcoholic Beverages)
10	721110 - Hotels (except Casino Hotels) and Motels
11	721120 - Casino Hotels
12	721191 - Bed-and-Breakfast Inns
13	721310 - Rooming and Boarding Houses
14	721211 - RV (Recreational Vehicle) Parks and Campgrounds
15	721214 - Recreational and Vacation Camps (except Campgrounds)
16	721199 - All Other Traveler Accommodation
17	611610 - Fine Arts Schools
18	711120 - Dance Companies
19	711130 - Musical Groups and Artists
20	711190 - Other Performing Arts Companies
21	711510 - Independent Artists, Writers, and Performers
22	711211 - Sports Teams and Clubs
23	711212 - Racetracks
24	711219 - Other Spectator Sports
25	713120 - Amusement Arcades
26	713950 - Bowling Centers
27	713910 - Golf Courses and Country Clubs
28	713110 - Amusement and Theme Parks
29	712110 - Museums
30	721120 - Historical Sites

# Tourism-Related NAICS\* Categories

NAICS CODE - DESCRIPTION	
31	712190 - Nature Parks and Other Similar Institutions
32	713920 - Skiing Facilities
33	713930 - Marinas
34	487110 - Scenic and Sightseeing Transportation, Land
35	487210 - Scenic and Sightseeing Transportation, Water
36	487990 - Scenic and Sightseeing Transportation, Other
37	532284 - Recreational Goods Rental
38	561599 - All Other Travel Arrangement and Reservation Services
39	611620 - Sports and Recreation Instruction
40	611699 - All Other Miscellaneous Schools and Instruction
41	711310 - Promoters of Performing Arts, Sports, and Similar Events with Facilities
42	711320 - Promoters of Performing Arts, Sports, and Similar Events without Facilities
43	713290 - Other Gambling Industries
44	713990 - All Other Amusement and Recreation Industries
45	712130 - Zoos and Botanical Gardens

*\*NAICS: North American Industry Classification System — originally developed for use by U.S. government agencies for the collection, analysis and publication of data related to the U.S. economy*